

B3 *[Handwritten initials]*
6. (Amended) The laminate of claim 1 wherein the non-woven material has substantially varied areal density of fibers over its surface, the printed graphic image extending over areas of said substantially varied fiber density.

B4 *[Handwritten initials]*
7. (Amended) The laminate of claim 6 wherein said non-woven material comprises areas with relatively high areal density of fibers interspersed with areas with relatively low areal density of fibers, the density of fibers in areas of highest areal density being greater by a factor of at least four from the density of fibers in areas of lowest areal density, the printed graphic image extending over areas of highest and lowest areal density of fibers.

B5 *[Handwritten initials]*
9. (Amended) The laminate of claim 1 wherein the graphic image is disposed to be visible by viewing said second surface of the web body from which the hook-engageable fibers or yarns extend.

B6 *[Handwritten initials]*
11. (Amended) The laminate of claim 1 wherein said graphic image comprises an image printed with dye on the second side of the non-woven material, from which the hook-engageable fibers or yarns extend, wherein an image visible from the surface of the non-woven material is comprised of light reflected by printing on said second surface of the non-woven material and light reflected by printing on said hook-engageable fibers or yarns.

[Handwritten initials]
13. (Amended) The laminate of claim 9 wherein said graphic image at least partially comprises dye printing residing on said hook-engageable fibers or yarns of the non-woven material.

B7 *[Handwritten initials]*
14. (Amended) The laminate of claim 9 wherein said graphic image at least partially comprises dye printing residing on the second surface of the web body from which the hook-engageable fibers or yarns extend.

15. (Amended) The laminate of claim 9 wherein said graphic image at least partially comprises printing residing on said first surface of the web body, the non-woven

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material being at least partially transparent such that the image can be seen through the non-woven material.

16. (Amended) The laminate of claim 9 wherein said at least one outer broad surface of the substrate to which the non-woven material is laminated is continuous and said graphic image is at least partially printed on said outer broad surface of the substrate, the non-woven material being at least partially transparent so that the image can be seen through the non-woven material.

17. (Amended) The laminate of claim 1 in which said substrate comprises a smooth paper sheet.

19. (Amended) The laminate of claim 1 in which the substrate comprises a smooth paper sheet side of a corrugated paperboard.

20. (Amended) The laminate of claim 1 in which the substrate comprises a corrugated core laminated at its spaced apart flute regions directly to said hook-engageable material.

Please add claims ^{47 89} ~~35-37~~.

~~35~~ The laminate of claim 1 in which said substrate comprises smooth paper.

⁸⁸
37. The laminate of claim 1 in which the said image is formed of dye printed on said non-woven material.

⁸⁹
38. The laminate of claim 4 wherein the hook-engageable material comprises a non-woven material stretched substantially in two directions and stabilized in such stretched condition.--